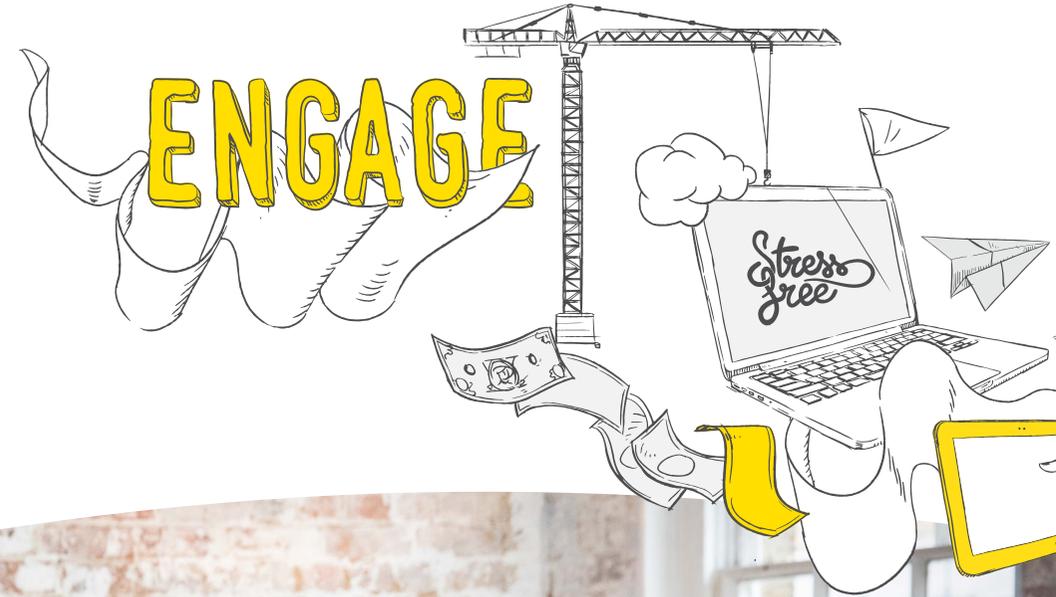


ClickShare

The Workplace Digital Divide
the real digital divide
in business and how it
can assist



- Product/service description
- **Situation analysis**
- Organization & personnel plan
- Marketing plan
- Financial plan



The changing digital landscape

The pace of change across business brought by the 21st century digital revolution is running at full speed. From new technologies disrupting existing business models to companies engaging with customers and employees through digital channels, the world of work is being transformed.

The CIOs and their teams play a critical role in the deployment of cutting edge technology to enable business benefit. But to be effective, businesses need to consider and understand the skill sets of their employees, and especially the changing nature of these digital skills among different groups.

Nowhere is this more immediately apparent than when it comes to using technology for presentations – and that all-too-familiar, high-pressure moment when things just don't work and an awkward, hurried call is made to IT. And yet presenting well is a skill required of so many employees at different levels - from the boardroom to trainees.

Now new research commissioned by global technology company Barco, and conducted by Vanson Bourne underlines just how prevalent IT issues are and casts some surprising light on the digital skills of employees.

Despite the widespread belief that IT issues are only associated with older, c-suite members of the workforce, Barco's research reveals that two thirds (66%) of

assistance requests to IT for presenting in fact come from Generation X and Millennials.

The reason for the heightened need for IT support is due to a lack of skills, with almost six in 10 (58%) IT respondents reporting that employees ask for assistance because they are not digitally savvy enough to resolve IT problems themselves.



2/3RDS

of assistance requests to IT for presenting come from Generation X or Millennials.



The study

The research asked IT decision makers from across the US, UK, France and Germany which employees take up most of their time when it comes to fixing meeting room technology problems –seniors or juniors - and why this was the case.

The findings reveal the opposite to what might be expected, as Generation X and Millennials ask for more assistance than Baby Boomers when it comes to resolving IT problems at work. Eight out of 10 IT decision makers (82%) report that their department spends significant amounts of time, and therefore resource, fixing technology issues that employees should easily be able to fix themselves.

82%

of IT teams spend significant amounts of time, and resource, fixing technology issues that employees should be able to fix

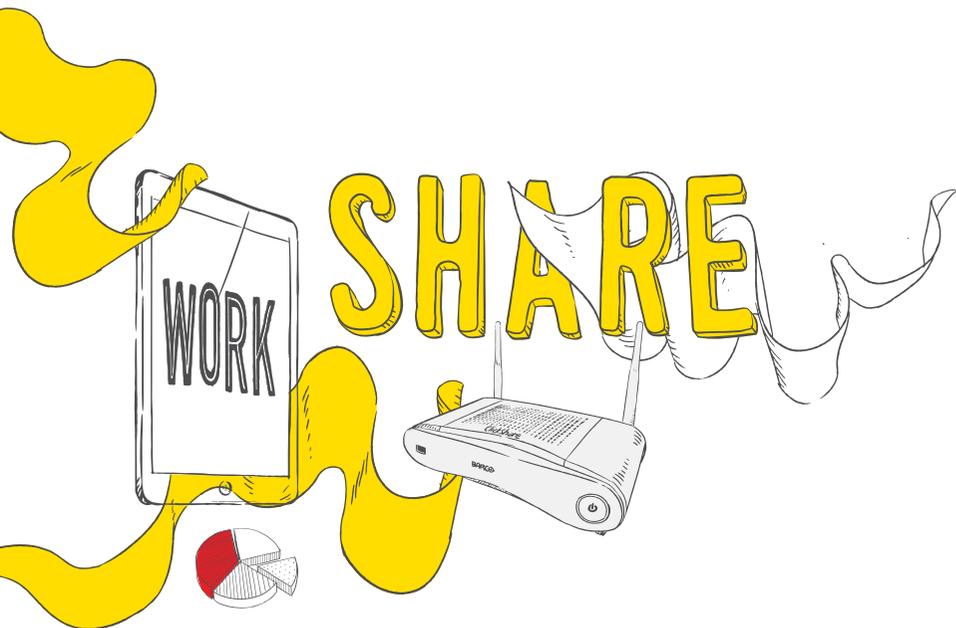
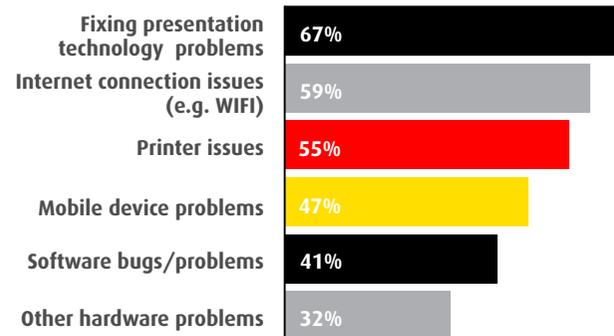


The digital skills gap

The study finds that presentation technology problems form the most common requests for IT assistance (67%). This is closely followed by internet connection issues (59%), printer issues (55%), mobile device problems (47%), and software issues (41%).

This high need for IT assistance around presenting is linked to people having problems when bringing external devices to meetings, such as laptops, tablets and mobile phones, and, or because of difficulties with the technology in the meeting room itself, such as a screen, projector or conference call devices.

Figure 1: How do presentation technology problems compare against other IT problems that employees raise in the workplace when it comes to the frequency of tickets raised about them?

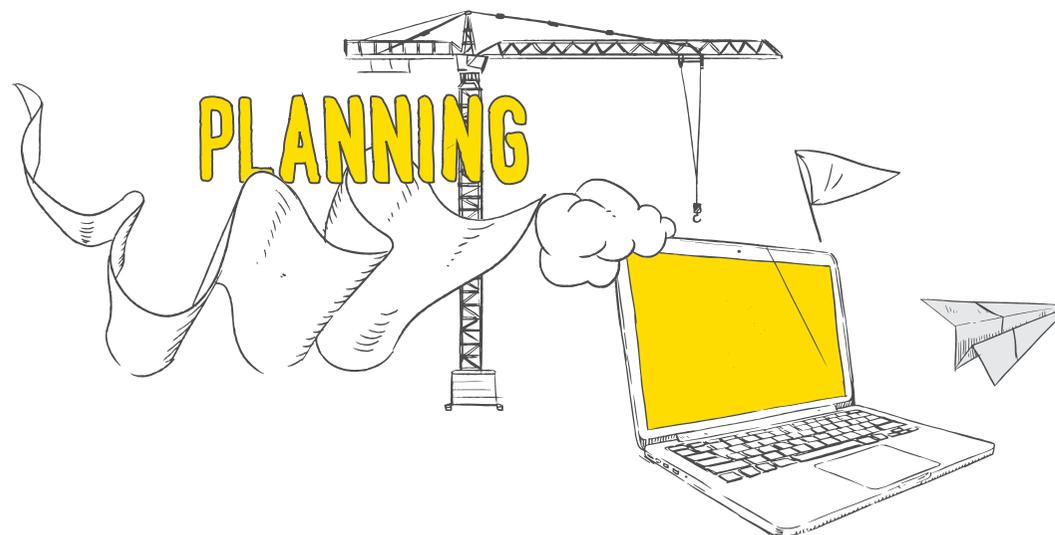
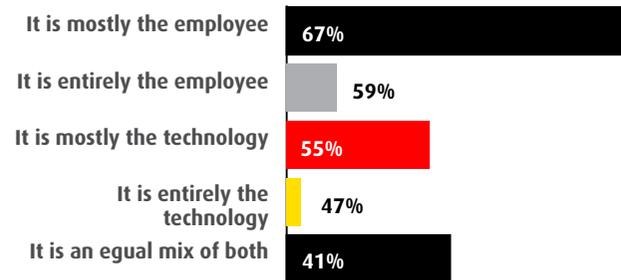


When IT respondents were asked where IT issues arise, connecting hardware (67%), operating meeting or presentation software (58%), and joining web conference meetings (57%) were the top three reported.

Added to this the pressure that comes when presenting, with the sense of being in the spotlight, means that for many a simple technology issue can become incredibly stressful, regardless of the demographic group to which the employee belongs.

The reality is that, according to the IT department, when technology problems arise during presentations, it is most likely (56%) the employee who is mostly or entirely to blame. Only around two in 10 (22%) IT professionals feel it is the technology's fault.

Figure 2: In your opinion, what is the key cause of most technology problems that may arise when employees use technology to present in your organisation?



The business impact

The lack of basic digital skills is having a detrimental, knock-on impact on business. One in two respondents report that presentation technology issues were associated with a loss of business (54%) and damage to business reputation (53%). In addition, almost three-quarters claim that presentation technology issues caused important meetings to be postponed (72%), and disputes between colleagues (73%).

Such factors can also lead to group dynamic issues, such as loss of face or at the very least reduced productivity. Presentation difficulties in a forum where there may be staff of differing degrees of seniority present can lead to a disruptive working environment, or the perception of non-competence in a group or individual.



In an age of technology, why are we struggling?

Lack of training

Part of the issue is a training one. As new systems come in, ensuring everyone understands how to use them is key. IT decision makers believe that employees do not have sufficient training on how to operate technology (47%), have no time to resolve problems themselves (42%), or that the technology is too complex for them to fix (40%). But this also applies to legacy systems as well as Internet of Things solutions.

'Not my job'

The survey reveals that a sizeable proportion of non-IT workers separate their day-to-day job from the problems they encounter using technology. More than two fifths of IT decision makers (45%) claim that employees raise tickets because they believe it's simply not their job to resolve issues, an institutional issue, that needs to be addressed through company culture and by empowering staff.

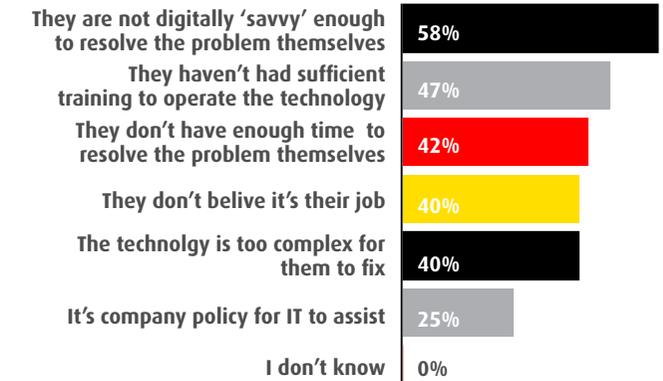
The need to understand employees

Although IT departments may highlight poor training on IT systems, the nature of employees has to be factored in.

Millennials are digital natives. But their interaction with technology is predominantly through the mobile experience, one which is tactile, intuitive and tailored. Office hardware devices, however, have become, or are perceived to have become, complex items that only IT know how to use. Yet for Baby Boomers the situation is reversed.

At the same time, Millennials have grown up in an environment of seamless, on-demand instant gratification when it comes to services - think Amazon or Uber. So when asked to learn how to fix the problems themselves, they refuse to accept that there must be more than a one-click solution to resolve why a laptop does not connect to a screen in a meeting. The result? IT resources being focused on minor problems rather than the bigger IT issues.

Figure 3: Why do employees in your organisation ask for IT assistance when they have problems using technology to present?



Moving forward

With employees possessing different digital skillsets, attitudes towards and experiences of dealing with technology, CIOs and their departments need to look to ways to simplify company IT, particularly when it comes to presentations. Such technologies often involve both software and hardware awareness and, sometimes, a 'tinkering' mind-set in order to fix things – something more suited to IT experts, rather than wider employees.

For improvements to be made around workforce productivity, six in 10 IT decision makers (60%) believe businesses should deploy simple to use technology which can be activated quickly and easily. In addition, over five in 10 believe that devices that are wireless (54%), and compatible with any device (51%), will ensure presentations run smoothly.

This approach reduces the need for extensive training, and feeds into the intuitive technology mind-set of the new generation coming into the workplace. At the same time, it alleviates the workload of the IT department, who can divert their attention to more complex and important issues, such as cyber threats and re-engineering IT architecture.

IT departments are often seen as functional elements within organisations. But by truly understanding employees' approaches to using technology, combined with installing user-intuitive technology, the IT team can provide solutions to the business which drives greater productivity through all departments.



About the study

1,250 IT decision makers from across the US (500) UK, France and Germany (250 per country) who work across IT & telecoms, retail, financial services, business and professional services, transport and travel, private education, utilities, media leisure and entertainment, manufacturing and production and private healthcare, were interviewed in March 2017 by independent research agency Vanson Bourne. A good spread of interviews were obtained across age ranges, gender, and organisation size.

About Barco and ClickShare

Barco designs technology to enable bright outcomes around the world. Seeing beyond the image, we develop sight, sound, and sharing solutions to help you work together, share insights, and wow audiences. Our focus is on three core markets: Enterprise (from meeting and control rooms to corporate spaces), Healthcare (from the radiology department to the operating room), and Entertainment (from movie theaters to live events and attractions). In 2016, we realized sales of 1.102 billion euro. We have a team of 3,500 employees, located in 90 countries, whose passion for technology is captured in 400 granted patents.

'ClickShare' is Barco's wireless presentation and collaboration system that allows any meeting participant to share content on the central meeting room screen. Bring people, content and ideas together, and make sharing easier in every meeting – all with a simple click.

For more information, visit us on

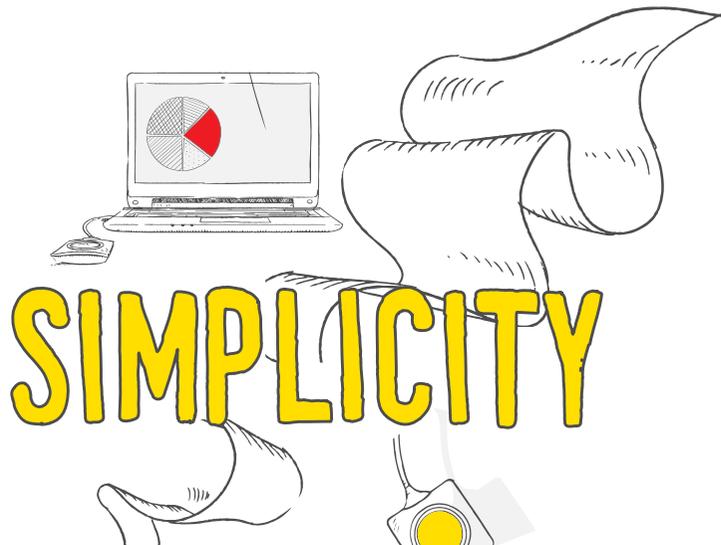
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